

## KEEP WHAT YOU'VE EARNED POSTER CONTEST

### CALLING ALL CREATIVES!

You've worked hard for your career as a Sailor – from boot camp to advancement exams, job training and deployments, you have conquered them all through hard work, sacrifice and dedication. The Keep What You've Earned campaign encourages you to celebrate all that you have accomplished during your time in the Navy, and to protect your career by choosing to drink responsibly.

... But what does responsible drinking mean to YOU?

We want to hear your creative ideas and illustrations of what responsible drinking means to you through the first-ever Keep What You've Earned poster contest!

### WHAT'S IN IT FOR ME?

Winners' posters will be made available for download and printing on the Keep What You've Earned campaign homepage, featured on the Navy Alcohol and Drug Abuse Prevention Facebook page and newsletter, and promoted to our campaign partners including the official U.S. Navy Facebook page!

### INSTRUCTIONS

For your entry to be considered, please note the following limitations:

- Dimensions must be 8.5 x 11 inches with at least a ¼ inch border on all sides
- Entries may be hand-drawn or digital, but any hand-drawn submissions must be scanned and submitted as a digital PDF or JPEG for consideration
- Entries should include at least one of the KWYE slogans or key phrases, or a new slogan suggestion about what it means to drink responsibly (additional text is optional). Existing slogans and phrases include:
  - Plan ahead for a safe ride home.
  - Don't try to keep up with others.
  - Know your limit, before you get there.
  - You've earned it – don't waste it.
  - \_\_\_\_\_ . (Your new slogan suggestion!)



- Submissions should include a solid white rectangle (no smaller than 2 x ¼ inches) where the KWYE logo will be inserted
- Submissions must include at least one graphic, image or photo
  - NADAP Flickr images available for use [here](#)
  - If you do not use an official U.S. Navy owned photo, please be mindful of copyright protections for the images and sources you select (for example, Google images are typically copyrighted and cannot be published elsewhere)
  - If you take your own photo, please be sure to get written permission from the “model” to use their photo as a part of this poster contest
  - Don’t forget to test the print quality/resolution of your poster by printing it at home – images often look higher resolution on screen than they are in print!
- You may use any fonts of your choice, but Franklin Gothic is encouraged as it is the primary campaign font
- Applicants are encouraged to familiarize themselves with other KWYE campaign materials to help guide their submissions to fit with the campaign style. Materials are available [here](#)
- There is no limit to the number of entries a Sailor can submit, so feel free to explore all of your ideas! One winner will be selected for each slogan/phrase
- Email entries to [sara.sisung.ctr@navy.mil](mailto:sara.sisung.ctr@navy.mil) by August 31, 2015

### EXAMPLE MESSAGING

*ARRIVE ALIVE. Drinking and driving is not only illegal, but can have severe consequences on yourself, your loved ones, and your career. Plan ahead for a safe ride home, and keep what you’ve earned.*

*YOU’VE EARNED IT. Being a Sailor is a tough and rewarding responsibility that only one-third of 17-24 year-olds in the U.S. are even eligible for. You’ve earned the right to celebrate, but do so responsibly. You’ve earned it—don’t waste it.*

*DON’T WASTE IT. Making irresponsible decisions about alcohol can be detrimental to your health and your career. Alcohol-related incidents can lead to loss of rank or pay or even separation from the Navy. Know your limit, and don’t try to keep up with others.*